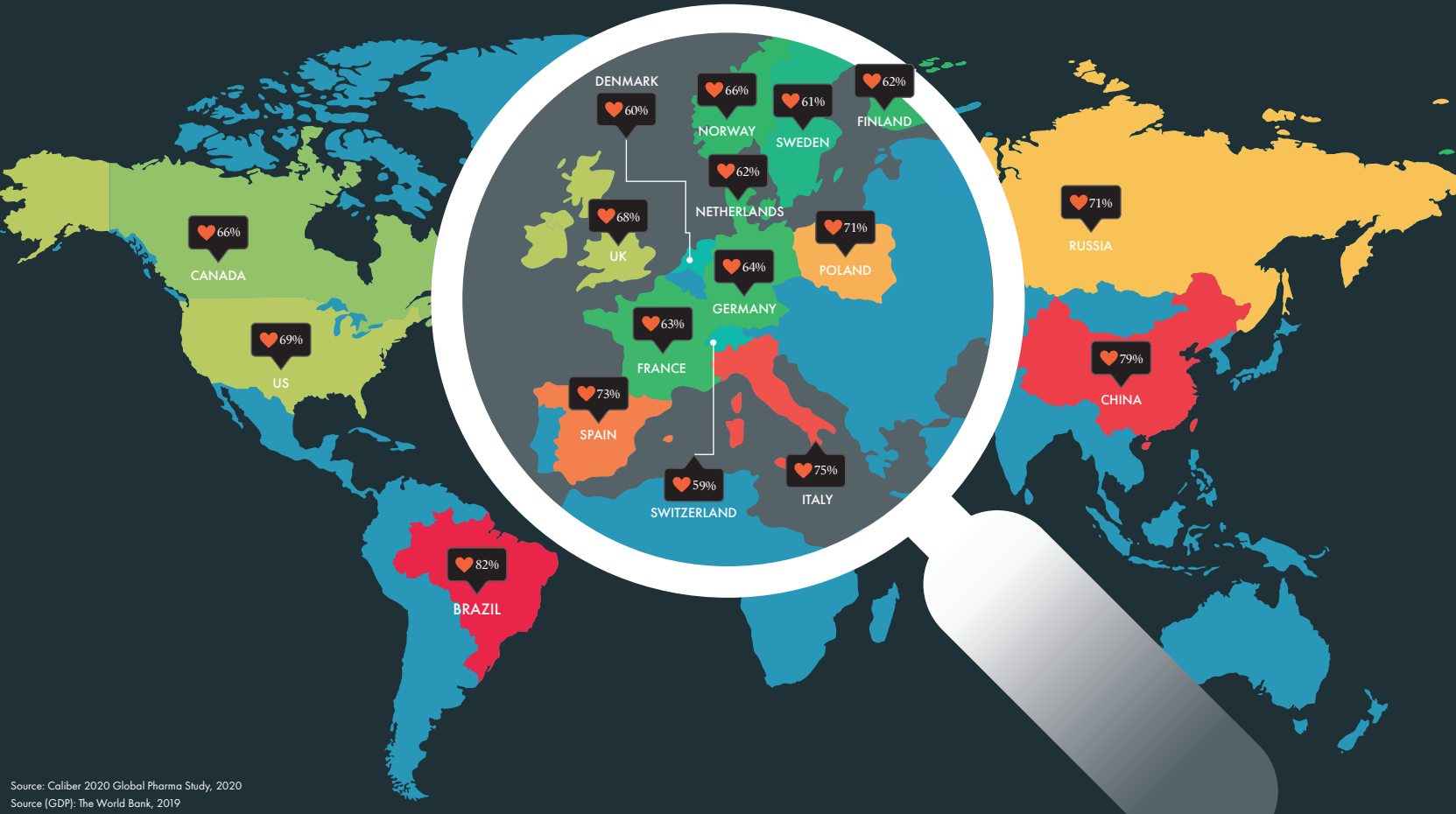


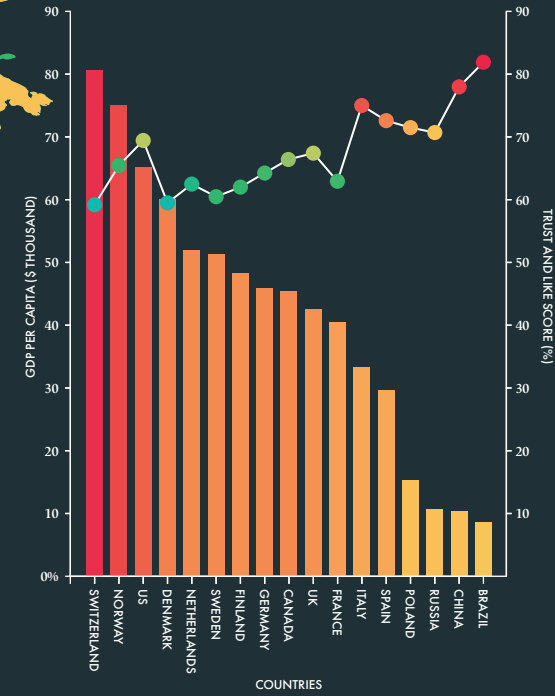
A BREAKDOWN OF PHARMA'S REPUTATION

The reputation of the pharmaceutical industry is multifactorial and prone to fluctuation. This infographic tracks the evolution of the industry's reputation by breaking down the perspectives of individual countries and generations, while also examining the impact of the COVID-19 pandemic on public outlook.

TRUST AND LIKE SCORE BY COUNTRY

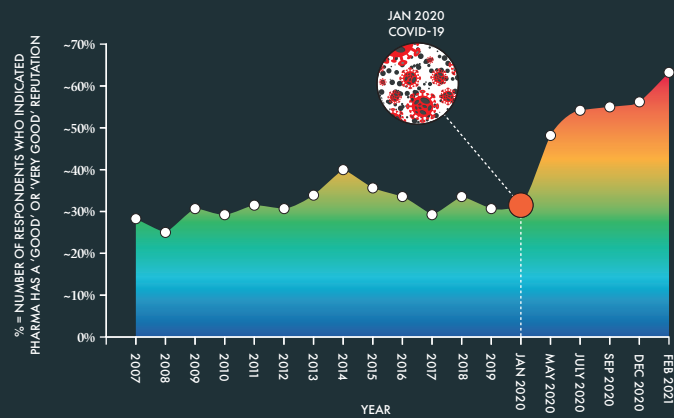


GDP PER CAPITA VS TRUST AND LIKE SCORE



Source: Caliber 2020 Global Pharma Study, 2020
Source (GDP): The World Bank, 2019

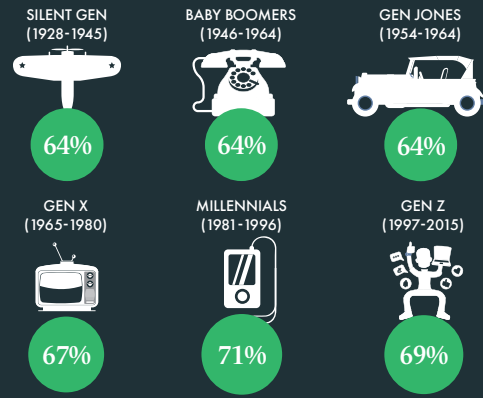
THE INDUSTRY'S REPUTATION TIMELINE (2007 - 2021)



Between January 2020 - February 2021, the pharma industry's reputation score increased by **30%**

Source: Harris Poll, 2021

TRUST AND LIKE SCORE BY GENERATION



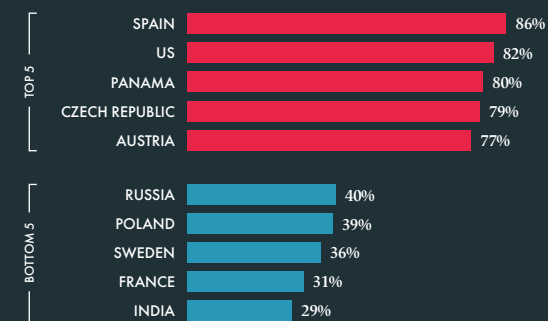
Product was voted as the most important aspect for reputation by all generations

Citizenship and Workplace were the least important aspects for reputation across all generations

Source: ReprTrak Report, 2021

Source: Caliber 2020 Global Pharma Study, 2020

COVID-19 PATIENT SUPPORT SCORE



Source: Patient View Report, 2021